LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Smokers Joining Merit Bandwagon.

Low tar MERIT attracts increasing number of former high tar smokers.

A few years ago most smokers agreed. Low tar meant low taste. Then along came MERIT, packed with 'Enriched Flavor'® tobacco and taste-tested by thousands. The result: smoking changed.

No other new cigarette in the last 20 years has attracted so many smokers as quickly as MERIT!

The demand continues to build—and among low tar smoking's toughest-to-please group: high tar smokers. In fact, over 70% of MERIT smokers are coming directly from high tar brands.

It's clear: MERIT taste *is* changing attitudes toward low tar smoking.

MERIT

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Dec.'79

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